

JASRAJ SURI

User Experience - ✍ - Product Designer

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I am a Product + UX Designer with a strong background in front-end development; Experienced in building SaaS based B2B & ecommerce based B2C products; Skilled at planning, managing and delivering innovative solutions; Working closely with cross-functional teams; Comfortable in collaborating with a global base of external & internal stakeholders.

In my last role, I worked within the Product Management division to:

- Hire, train and lead a team of creatives
- Launch the ground-up redesign of core B2B Enterprise product-line
- Ship 3 vertical applications for Governments & large-scale corporates

EXPERIENCE

Lead User Experience Designer

Quark Software Inc, Chandigarh (Mar 2016 – Present)

Quark is a leader in content automation and streamlines the creation, management, publishing and delivery of business-critical content.

- Hired, trained and led a team of creatives: Junior & Senior UX Designers; Marketing focused Graphic & Web Designers/Developers.
- Launched the next-generation redesign of the core B2B enterprise line by partnering and collaborating with Product Management, Engineering & Customer Success.
- Shipped 3 vertical solutions for governments & corporates.
- Established the Quark UX Library of data-rich components; Initiated the Quark Design System for UX/UI style guide.

Principal Product Designer, Co-founder

CVmill, Chandigarh (Mar 2015 – Mar 2016)

CVmill.com was an e-commerce platform that was accepted into the Startup Leadership Program.

- Designed & developed the mobile-first web presence with a backend CMS, order management system & payment gateway integrations.
- Designed & developed the cloud hosted public profiles for customers to share their resumes on the web.

User Experience Designer

Creative Cranes, Chandigarh (Jan 2010 – Jan 2015)

Creative Cranes was a web & branding agency for small/medium businesses.

- Designed & developed web-based solutions for small to mid-sized companies.
- Consulted & implemented growth strategies for small businesses.

EDUCATION

MBA, Technology & International Business
L P University, Punjab (2019)

PG.D, Advertising & Public Relations
Panjab University, Chandigarh (2012)

Bachelor of Computer Applications
Panjab University, Chandigarh (2007)

SKILLS

- User Interface and Interaction Design
- User Research and User Journey Mapping
- Information Architecture and Wireframing
- Usability Testing and Heuristic Evaluation
- Rapid Prototyping: Sketch, UXPin, Adobe XD, Figma, Invision, Framer
- Front-end Development: HTML, CSS/SASS, Javascript, MEAN Stack
- Agile and Lean Methodologies
- Product Growth: Customer Experience, Promotional Marketing and Social Tactics
- Business Analytics and Customer Insights

ATTRIBUTES

- A big-picture thinker; ambitious; personable
- Delivery-focused and values collaboration
- Strong at communicating design intent
- Deep sense of empathy with a passion to create meaningful experiences

ADDITIONAL

Awards and Certifications:

- Outstanding Achievement Award
- Startup Leadership Program (SLP)

Interests:

- Former VP of Chandigarh Toastmasters
- Calligraphy and Hand Lettering